

FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. IV

APRIL, 1957

NO. 4

For Amazing Results — Feed all plants with **ZING!**

FLORIDA NURSERY'S OWN MAGIC FORMULA . . . Not just another fertilizer,

YOUR PLANTS REALLY NEED A NATURAL ORGANIC PLANT FOOD:

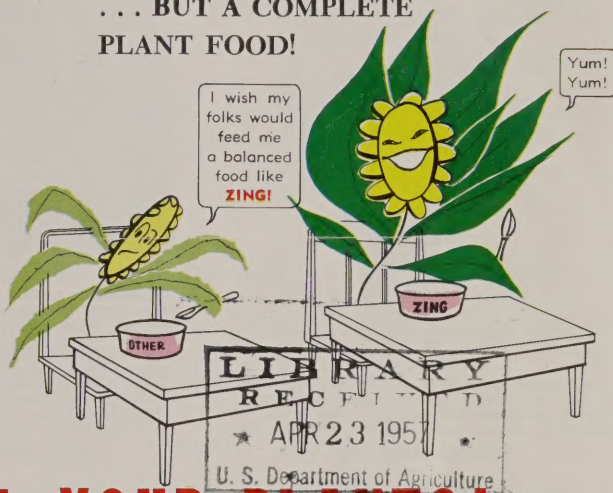
A well balanced plant food is one of the most important factors in the growth and health of plants. ZING is designed to stimulate good plant growth under our Florida climatic conditions. It compensates for soil deficiencies by supplying the nutrients needed. ZING'S nitrogen content is 40% natural organic, which becomes available over a period of months, stimulating a steady, healthy, sustained growth rather than a spurt of weak, soft, short-lived growth produced by the completely chemical flash-type fertilizers.

ZING is a complete plant food, containing nitrogen, which encourages a luxurious growth of stem and foliage; phosphorus, which encourages new plant cells; potash, which gives plants stamina and the ability to withstand cold, drought, and other adverse conditions. ZING also contains the minor and trace elements so valuable in assuring you healthy, specimen plants.

ZING was originally developed for our own use—our plants thrive on it. They stay strong, healthy, green, lush, radiant!

Because ZING IS A COMPLETE PLANT FOOD, its regular use assures you both vigorous growth and abundant bloom.

. . . BUT A COMPLETE PLANT FOOD!



USE ZING FOR ALL YOUR PLANTS!

NEW PLANTINGS

ZING, added to your peat and topsoil mix at planting time, stimulates feeder root growth!



BEDDING PLANTS

ZING is magic, for tender young annuals and perennials respond immediately to this natural organic food.



POTTED PLANTS

ZING on a regular scheduled feeding program keeps them lush, green and healthy. They bloom better, too!

LAWNS



ZING'S nitrogen content is 40% natural, so you get steady, sustained growth rather than a sudden spurt. ZING encourages deeper root systems, too!



OLDER TREES AND SHRUBS

ZING is a perfect food for all your trees and shrubs. Protect them by regular scheduled feedings. For your larger shrubs and trees you may need to use the crowbar method to get ZING down where the roots can pick it up more efficiently.



MORE FRUIT

ZING encourages more fruit on both your citrus and your small fruits such as peaches, pears, grapes, etc. Healthy, well-fed trees are better producers.



BETTER VEGETABLES

ZING is wonderful for vegetable gardens; use it for production of tasty, home grown vegetable crops.



FREE — FERTILIZER APPLICATION CHART — FREE

This chart not only tells you when to fertilize, but also how much to give to each type and size of plant! Complete information on how to feed your plants to get the most in luxuriant foliage and beautiful blossoms. ASK FOR A COPY AT OUR LEESBURG, OCALA OR WINTER PARK OFFICE, OR SEND A SELF-ADDRESSED STAMPED ENVELOPE AND WE'LL MAIL YOU A COPY!

Unusual Plants to Add Extra Charm!

IF YOU WANT YOUR GARDEN TO BE A BIT MORE EXOTIC AND DIFFERENT, THEN YOU'LL CERTAINLY WANT TO FIND A SPOT TO INCLUDE A FEW OF THESE TROPICAL BEAUTIES! A VISIT TO OUR LEESBURG SALES YARD WILL FASCINATE YOU AS YOU SEE THESE AND OTHER UNUSUAL PLANTS!



SCHEFFLERA

A fascinating favorite for tub and patio use, as well as outside planting (protected areas). Shining green unusual foliage makes it one of the choice plants—you'll love it!

\$2.50 and up



YUCCA FILAMENTOSA

Commonly known as Adam's Needle or Bear Grass, this spreading stemless basal rosette of leathery green leaves is quite theadly along the margin, giving it a most unusual appearance. The flowers are borne on a tall stalk and are creamy white and about two inches long. These plants make an interesting arrangement and are particularly effective in clumps used around the ranch type house, or against a brick wall such as illustrated.

Only \$1.50 and up



DENDROBIUM NOBILE

Beautiful species of Orchid from Hawaii. It has attractive foliage of a pleasing light green, and each year produces hundreds of orchids with pale orchid petals and deep purple throats. Easy to grow, this is a good beginner for your orchid collection—it prefers about half-shade. Mounted on slabs of fern root or potted, you'll find them most rewarding.

\$15.00 and up



AGAPANTHUS

Blue Lily of the Nile

One of the loveliest of the bulbous plants for growing in Florida gardens. Attractive green foliage and beautiful blossoms of pale sky-blue make it valued for border, bed or for accent in among other plants. Also wonderful for pot plant.

\$1.50 and up



NUN'S LILY ORCHID

Botanically known as Phaius grandifolius, this terrestrial or earth-growing orchid is fast becoming a favorite for planter boxes, tubs, patio beds and landscape plantings in gardens. The flowers are borne on tall spikes with twelve to twenty flowers to each stalk, and each flower is three to four inches wide, silvery white outside and yellowish-brown with a purple lip margined with the yellowish brown. Within the lip is an ivory-like replica of a hooded nun, thus giving the plant the common name of Nun's Lily Orchid. Easy to grow.

\$3.50 and up



LOROPETALUM CHINENSIS

This attractive, compact, spreading plant with rounded foliage produces an abundance of white fringe-like flowers almost all year. While this is a fairly new item, it is ideal for low borders or planters. Is not damaged by cold.

Only \$3.00 and up



EPIDENDRUM ORCHIDS

One of the most vigorous and interesting of all the epiphytals orchids. Provides hundreds of blossoms in sprays, and blooms over almost the entire year!

While the flowers are not large individually, they bloom in clusters which are quite showy. Orchid, lavender, pink, salmon, white—there are many colors and shades in the "Eppies" and you will enjoy them in pots, in planter boxes, or in beds. Just use osmundi fibre for planting to assure drainage, and watch them grow and bloom—you'll always have orchids!

\$1.50 and up



TIBOUCHINA SEMIDECANDRA

This plant with the lush velvety foliage and the large exquisitely formed single royal purple flowers is most spectacular. It is a fast grower and a heavy bloomer.

There are other varieties you'll like, too—there's a tree type with metallic foliage, and another variety with orchid pink blooms botanically listed as Melastoma.

\$1.50 and up



FLORIDA ORCHID TREE

The Bauhinia is called "Poor Man's Orchid" or Florida Orchid because it thrives well and blooms heavily. Easy to grow, it is one of the most attractive flowering trees for Florida! Plant one each of the purple and white flowering beauties and enjoy them each winter and spring when they bloom!

Only \$1.00 and up

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"MILLIONS OF PLANTS"



Questions You've Asked About FLORIDA GARDENING!

Q. I have a powdery gray substance on my rose foliage. Can you identify it?

A. Your problem is powdery mildew, and you should spray every ten days with Orthocide 50 to keep this under control. It is a fungus and thrives when we have cold nights and warm days, with heavy fog in the morning.

* * *

Q. When should Nun's Lily Orchids be transplanted?

A. Immediately after blooming is an excellent time to move Phaius. You may separate them into smaller clumps or transplant into the ground or a larger pot.

* * *

Q. I have been told that Zoysia is the only grass which is not damaged by insects. Is this true?

A. Sorry, your source of information was incorrect. Army Worms, as well as Sod Web Worms, may damage your lawn if you have them in the neighborhood.

* * *

Q. If fertilizer is to be applied to Azaleas is it all right to put it on top of the oak leaf mulch?

A. You will certainly get much more results from your fertilizer if you rake back the leaves and apply the fertilizer to the soil. Be sure to water in well, and then rake the leaf mulch back in place.

* * *

Q. I have been told that you have an inspection service available for home owners. Just what is it, and what is the cost.

A. We do have a monthly inspection service. One of our experienced men calls at your home and checks all your plants, lawn, trees, etc. to see if they are all right. He makes recommendations as to fertilizing, pruning, spraying, etc. which may be necessary to keep your plants looking their best. After the inspection, you are mailed a complete report of his findings, and an estimate of the cost to you for our men to do the work for you. You may either do the work yourself, or authorize us to do so. The cost is only \$5.00 per month, on a yearly contract basis. Write our office for contract form or any other information desired.

APRIL CHORES IN YOUR GARDEN

APRIL is an important month in your garden—and how your garden looks the rest of the year depends to some degree on your doing these important chores right away!



1. **PRUNING.** Remove all wood that has been damaged by the cold. Top all leggy tall plants to make them branch out and become more luxurious. Cut back any plants that have become too large for their present location. This will insure you more attractive shrubs and more bloom the rest of the year.
2. **FERTILIZING.** Feed all your plants with Florida Nursery's ZING, using the type of fertilizer and the quantities shown on the free application chart. Fertilize your lawns also to encourage a more green attractive carpet to accentuate the planting.
3. **SPRAYING.** A general clean-up spray now will take care of existing insect pests and fungii and insure a more beautiful garden all year.
4. **ADD NEW PLANTS** where needed to fill in bare spots and to add color accent. Summer-flowering annuals should be put in now also.

OUR SERVICE DEPARTMENT OFFERS YOU PROFESSIONAL PRUNING, SPRAYING AND FERTILIZING SERVICES. OUR EXPERIENCED MEN CAN GIVE YOU AN EXPERT JOB. CALL OUR OFFICE FOR AN ESTIMATE ON YOUR WORK.

FREE TO OUR READERS!

FERTILIZER APPLICATION CHART —

Gives you complete information on:

When to Fertilize —

How to Fertilize —

How much you should use —

The best fertilizer to use!

See page 1 for complete instructions
on how to secure this valuable chart.

*You Plan Balanced Meals For Your Family —
Why Not For Your Plants?*

FLORIDA NURSERY AND LANDSCAPE CO.
LEESBURG, OCALA AND WINTER PARK, FLORIDA

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BOTTLEBRUSH — An Open Invitation to HUMMINGBIRDS

If you enjoy hummingbirds and want them darting in and out among your shrubs, then you MUST have a Bottlebrush in your garden! The brilliant red stamen standing out in the true bottlebrush form keep the hummingbirds happy—and the tree is a beautiful addition to any garden.

CALLISTEMON is the botanical name of the Bottlebrush, and there is not only the *C. rigidus*, the stiff growing shrub that is spectacular in bloom, but the attractive weeping Bottlebrush, which produces the same colorful flowers but on a slender tree with branches that remind you of the weeping willow in growth habit.

Easy to grow, and hardy, the Bottlebrush is one of Florida's most interesting small trees.

Florida Nursery's choice plants, only \$1.50 and up



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IT'S BOUGAINVILLEA TIME!

Huge showy clusters of gorgeous flowers in fascinating colors makes the BOUGAINVILLEA Florida's most handsome and widely used ornamental vine.

Contrary to popular belief, the spectacular show made by Bougainvillea is not due to the flowers — but to the large colorful bracts which surround the small inconspicuous bloom. The glossy green, lush foliage accentuates the plant's beauty and is another reason for its popularity.

Easy to grow, the Bougainvillea is a deeply rooted plant, which means it requires less watering and special care than many ornamentals.

Choose your favorite color — pure white, several shades of pink, orange-red, salmon, orchid, lavender or deep purple!

Use on trellis, fence, or train to a shrub — no Florida garden is complete without at least one Bougainvillea!

Priced only \$1.50 and up